MULTIMEDIA UNIVERSITY®

STUDENT ID NO | | | | | | | | | | |

MULTIMEDIA UNIVERSITY

SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2016

MAX1023 – CONTENT INNOVATION FOR ANIMATION

(All sections / Groups)

19 NOV 2015
2.30 PM – 4.30 PM
(2 HOURS)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with ONE SECTION.
2. Answer ALL the questions in Section A.
3. Please print all your answers in the Answer Booklet provided.

SECTION A

Essay Questions

Answer FOUR out of the following FOUR questions. The distribution of marks for each question is given.

Question 1

The following shows a simple story analysis technique using a popular childhood story of Red Riding Hood.

Setting	Somewhere in rural Europe 18th century
Theme	A moral tale about trusting strangers
Plot	A young girl meets a wolf. He uses his cunning to exploit her innocence for evil purposes
Characters	Red Riding Hood, Wolf, Granny, Woodsman

Using the same method, do a detailed story analysis for ONE of the following movies:

i. Cinderella
ii. Lion King
iii. Shrek
iv. Wall-E

Setting	(3 marks)
Theme	(7 marks)
Plot	(10 marks)
Characters	(5 marks)

Continued...

Question 2

Explain in detail the following stages of the Hero's Journey:

a) Crossing the first threshold *(5 marks)*

b) Approach to the inmost cave *(5 marks)*

c) The Ordeal *(5 marks)*

d) The Road Back *(5 marks)*

e) Resurrection *(5 marks)*

Question 3

You are going to present your new animation IP to Disney Junior. Prepare a winning pitch to help sell your idea and to convince Disney Junior to invest in your animation project.

Write the points of your presentation in the answer booklet.

(25 marks)

Question 4

You are planning for your new animation IP, and you wish to target MegaKids Asia Networks. From your initial research, you found out that the network's target audience consists of children between the ages of 7-13.

a) List and explain five considerations you should be aware of to ensure that your main character is appealing to your target audience.

(15 marks)

b) Suggest five possible merchandizing revenues you can target to increase the income of your IP.

(10 marks)

End of Paper